

CLARKSBURG, W. VA., THURSDAY, NOVEMBER 18, 1915.

EDUCATORS SAY CAMPAIGN IS GREAT

ALL CITIZENS ARE ASKED TO SIGN A PLEDGE

TABOO MAIL ORDER HOUSES

Buy from Clarksburg Merchants Who Sell Best Goods at Lowest Prices.

MUCH MONEY SENT AWAY

For Commodities That Can Be Bought Here With More Satisfaction.

As a great rock slides from the crest of a high mountain gaining momentum on its way to the valley below and crashes with overwhelming force into every obstacle, so is the "Buy in Clarksburg" movement. The Telegram has now been conducting the campaign four weeks and each week has shown a remarkable growth of interest by the people of Clarksburg. If this campaign is to accomplish the desired results, every local consumer must become imbued with the idea that a dollar spent with a Clarksburg merchant is a dollar spent for the betterment of the city. He must become convinced that mail order houses, agents for out-of-town concerns and stores in Ohio, Kentucky, Pennsylvania and New York cities are only interested in the dollar of the Clarksburg buyer and care nothing for the welfare of the town. It is merely a matter of dollars and cents with the out-of-town concerns and if they had their way every Clarksburg merchant would put the shutters up over his window, discharge his clerks, lock the front door and throw away the key.

The only way to learn whether the people are being impressed by an idea is first to explain the idea to the public and then go to individuals and get an opinion. With regard to the "Buy in Clarksburg" campaign it is unnecessary to interview every man and woman in the city to learn whether or not they are favorably impressed. The great number of letters that have been received from citizens by the Telegram, since the campaign opened is an evidence of this fact. For the education of the local merchants, the Telegram invites any person who is interested to visit the office and see the number of letters of commendation which have been received.

There is no more intelligent group of individuals in this city than those connected with the school. During the last week a number of them have been interviewed with respect to the merits of the Telegram's big campaign. Without an exception hearty words of praise were given.

Carl S. Lawson, county superintendent of schools for Harrison county, said, when approached by a representative of the Telegram:

"I have been following the 'Buy in Clarksburg' campaign in the Telegram and I must say that in many respects it is one of the greatest movements that has ever been launched in this city. I have never seen anything like it attempted by any newspaper and I think the Telegram is to be congratulated for its progressiveness. Surely the local merchants appreciate the movement and I cannot see anything but good resulting from it. This campaign is purely educational and no other institution in town can conduct it as successfully as a newspaper."

"I have always patronized local merchants and have always bought Clarksburg and West Virginia products whenever possible, but I never have considered seriously the reasons for doing so. But since the Telegram has started this campaign many reasons have been impressed upon me why I should spend my money with Clarksburg merchants. I hope that the campaign will continue to be a success."

Orie McConkey, principal of Washington Irving high school, said, "The 'Buy in Clarksburg' movement is a good one. I have nothing but praise for the movement and I believe that a great deal of good will come from it, providing the Telegram keeps hammering away at the big idea, 'spend your money with Clarksburg merchants and taboo the mail order house and the foreign agents.'"

George W. Lawson, principal of the Pierpont school, said, "I have been very busy during the last month and have not been able to watch closely the progress of the movement, but nevertheless, I think that it is a good idea. People need something like this once in a while to awaken them and bring them to a realization of

conditions. I believe that there is entirely too much money sent out of town for commodities that could be bought here with much more satisfaction and at just as good a price and in many cases cheaper. I am in sympathy with the movement."

When W. H. Taylor, president of the board of education was approached he said: "I am in sympathy with the 'Buy in Clarksburg' campaign. The movement is following along exactly the same lines that I have always advocated. There are, of course, arguments against buying in Clarksburg, some of the merchants may not give as good service as given by out-of-town houses, but I feel that the good which will come from every one trading in Clarksburg far overbalances any criticisms against buying from local merchants. I believe that the present campaign will not only bring the local consumers to a realization that they should patronize Clarksburg merchants, but I also believe that many merchants in the city will be greatly benefited."

J. N. Hess, secretary of the city board of education, says: "I think the idea of the campaign is an excellent one and I believe that a great deal of good will come from it. I have followed the progress of the Telegram's movement and I must confess that the affair has been conducted in an admirable manner so far. I cannot help but think that all of the local merchants will very soon notice that the campaign is helping the general business."

Dr. Jesse F. Williams is a member of the board of education and when asked by a Telegram representative what he thought of the campaign he answered, "I have always patronized the Clarksburg merchants, but I am reasonably certain that there are many of our people who patronize mail order houses and the stores of foreign cities, and who allow themselves to be persuaded into giving an order by glib-tongued agents, do not realize that they are injuring the town by sending their money out of local channels. I think that many of them believe that they are getting more for their money by patronizing out-of-town concerns. It is up to our local merchants to show the people that it is to everyone's advantage to trade in Clarksburg. I have always found that I could get what I wanted from Clarksburg stores. If the article wanted is not in stock the local merchants can very easily get it by ordering. And in such cases the local merchants are given the benefit of the profit and not some Pittsburg, Chicago or New York house. I think the Telegram is to be congratulated for starting the 'Buy in Clarksburg' campaign and I see no reason why every merchant and public-spirited citizen will not give his hearty support to the movement."

MISS CLAYTON WINS GOLD.

It was announced in last Sunday's Telegram that Mr. Harry Friedburg, of the Peoples Furniture Store, had won a \$10 prize offered in the "Buy in Clarksburg" campaign for giving the ten best reasons why Clarksburg people should buy in Clarksburg. Mr. Friedburg has notified the Telegram that he does not wish to accept the prize inasmuch as he is a business man participating in the campaign and a member of the Business Men's League, one of the organizations which is giving great support to the movement.

Mr. Friedburg also wishes to state that he was not contending for the prize when he sent his letter to the Telegram, but that being greatly interested in the campaign he simply contributed the letter in the hopes of helping the movement.

For these reasons Mr. Friedburg has requested the Telegram to award the prize to the next best letter containing the most logical reasons why Clarksburg people should patronize local merchants.

The prize has therefore been awarded to the second best letter, contributed by Miss Irene Clayton, of South Seventh street.

LARKIN CLUB SHOULD BE GIVEN DEATH BLOW

Both Local Merchant and Consumer Lose When Inferior Larkin Goods Are Bought.

I certainly am in favor of the buy in Clarksburg campaign, and I hope a great many other people will see things in the same light as I do. Now, for instance, there is "the Larkin club of ten," that so many ladies around here are running. I know of several clubs right here in the neighborhood that send their ten dollars away each month to Buffalo. I have been a member myself for about six years, so that is sixty dollars sent out of town, not to mention

all the other members, but I am tired of the Larkin club now. One pays higher prices and often gets things that they do not need just to make up the dollar each month; all for the sake of getting a premium.

Where they can take that money and go to Clarksburg and buy what they want and be ahead. So each member has the freight charges to pay on the box of goods and also their premium the month they receive their premium. So I think we should all spend our money at home where we see and know what we are getting.

FLORENCE KEASTER,
Adamstown, W. Va.

BUNCOED AGAIN.



Here is a man who has paid out his good money in ADVANCE for a suit of clothes he never saw. If he had only been wise in the FIRST place, he would have bought that suit of clothes in Clarksburg. Then he would have been assured of a good fit, the same quality of goods and at a lower price. Yes, the home merchant can beat the catalog man on prices every time. That has been proved time and again. But people are only very slowly beginning to know it. The catalog business is so huge, its arguments are so impudent and overbearing that many a man is persuaded AGAINST his own judgment. He is carried off his feet and literally STAMPEDED into doing things that he would not dream of doing if left alone to think it out by himself. Neighbor, don't be stampeded by that picture. Tear it out and bring it in to your home dealer. Figure it out with your home merchant. Get together with HIM. He WANTS to give you a square deal. Keep your money in your pocket until you are SURE.

\$50.00 -- TO CHARITY -- \$50.00

The Clarksburg Telegram will give \$50 to the Clarksburg charitable or social organization or church that will secure the largest number of individual signatures of residents of Clarksburg and trade territory to the voluntary pledge below. Besides securing the money for your organization the work is of important community interest and is easily accomplished.

Printed blanks will be ready for distribution Wednesday morning and the contest will close December 15 at noon.

The effort is to build Clarksburg by keeping Clarksburg money at home and out of the coffers of mail order houses which have no interest in the prosperity and development of Clarksburg.

Enter your organization or church today by telephoning the "Buy in Clarksburg" editor of the Telegram. Phones: Bell 283, Consolidated 157-L

In case of a tie, the prize will be equally divided.

VOLUNTARY PLEDGE CARD

That I can well afford to give back to my town some part of what it has given me.

That I will co-operate with my fellow citizens in every move made for our common betterment.

That I will think only good thoughts about the town which is good enough for me to live in.

That I will talk optimistically about Clarksburg and its future.

That I will "BUY IN CLARKSBURG" and give preference to "CLARKSBURG MADE" products and only send money to other cities when absolutely necessary.

Name.....

Address.....

BUYING AT HOME DEVELOPS CITY

Added Power and Prestige is Given Every Business Within Such Town.

First—Because if our city establishes this "Buy in Clarksburg" rule, it will bring much capital from other sections into our midst. Men far and near, who invest in developing industries and establishing them, will feel secure in bringing their money to a city that governs its affairs on this basis. No chance to lose—and everything to gain.

Second—The increased population will be inevitable, the development of our industries on a bigger scale will mean more positions open, better wages—and the discontented people everywhere and those out of positions as well as the rich will naturally be attracted to a city governed by this rule of keeping its wealth at home; and they will come and abide under our "vine and fig tree" and earn and spend with us. It will elevate the moral tone of the whole community.

Third—The added power and prestige it will give to our local newspapers. When a city is governed by the rule "Buy in Clarksburg" the papers will tell of our enlarged resources and industries and their relative values, and the world outside will listen and heed. Orders will pour into our city for our goods, and we can meet the outside demand as well as our own, on all lines and with the best products.

Fourth—Because our own merchants pay a large percentage of the support to our city government they deserve our support in return. We can get what we want, and when we want it without resorting to mail orders. Comparison with ladies' toggers here, and in large cities show that our merchants have the latest models for the most fastidious, and at lower prices. In emergencies we have the finest florists, caterers, decorators and all that we can possibly need without summoning anybody or any thing from elsewhere.

Fifth—Because it gives protection to consumer; avoids deception, redress is possible immediately, commodities are made good to the buyer. Our merchants and clerks are the most obliging in the whole world.

Sixth—Because it will insure security and confidence among our citizens, and independence from the outside world. If all citizens will enlist and nourish this idea until it ripens into the fruition of its great possibilities we shall rejoice in the biggest boon ever bestowed in the state.

Seventh—When producers know that their fellow citizens are going to buy their output, they will on their honor give only the best; makes better men and better work, gives a new impetus to endeavor. The old adage that

THE RAVEN.

With Apologies to Mr. Edgar Allan Poe.

Once upon a midnight dreary, as I pondered, weak and weary
Over my quaint and fragile clothing of forgotten lore—
While I fretting, nearly falling, suddenly here came a calling,
As of some one gently calling, calling at my money door.
'Tis some collector, I stammered, 'calling at my money door.
'Only him and nothing more."

III.
Ah! distinctly I recall, it was the middle of the fall, it was the middle of the fall,
And each separate freezing member quivered and shook me to the core.
Eagerly I wished the morrow;—vainly I had sought to borrow
Money to pay for the clothes I wore, For this was the old and aged collector.
Only him and nothing more.

IV.
Presently my soul grew stronger, heatting then no longer,
'Sir,' said I, 'or beggar truly your forgiveness I implore;
But the fact is, I was falling, and so gently you came calling,
And so gently you came calling, squalling at my money door.
That I scarce was sure I heard you'—here I loudly shut the door;—
"Call on the tenth and not before."

V.
A catalog, shining brightly in my paws, I handled lightly,
That one word my confidence in him I did firmly bestow,
Loudly colored, I looked over, not even did I miss the cover,
Till I scarcely more than uttered—
"These here prices are so low," On the morrow I will buy thee, when its gone I'll get some more."
It was that simple word, "Worthmore."

VI.
Startled at the quick arrival of my order sent on trial,
'But, lo,' said I, "when it was on me it only reached to my elbow,
Half way down my shanks it ended and on one leg it was wended
Showing plainly it was also an aged suit of yore,
I put my fragile clothes on and standing by the door,
I firmly swore, "Never—Never more."

VII.
Next day there came a calling, and I nearly fell a-sprawling,
There I paid the old collector and as I stood there with the rector
I swore "Never—Never more."

"Charity begins at home" can be given a higher meaning, keeping all money at home will give employment to all and public aims can be dispensed with. The greatest charity is to make mortals self-supporting—give the workers a chance to get busy.

Eighth—The inborn love in a man for his home city should be demonstrated at home. This is illustrated, when two men barely acquainted meet in a distant land. They often embrace with tears, because of this bond, "Why not foster this native germ at home in a substantial way, by buying our friends' products?"

Ninth—Because our home productions and commodities are equal to the best—and cheaper than elsewhere—why the expense of freight, delay, and mistakes that follow when orders are placed elsewhere? A case in point should dispose of the fact—that New York catalogues for ladies apparel. A prominent woman ordered a gown for a social function. The husband was upset in an important business deal, to go and wire about its delay—arriving at the eleventh hour it did not fit, and not the shade to match. A discordant evening followed. The best dressed women present wore a Clarksburg gown.

Tenth—Because if every man, woman and child resolves to think, talk and act, the "Buy in Clarksburg" needs and wants—we will usher in a utopian period—a business millennium, as it were, that will prove the Brotherhood of Man, a living reality. Is not this a consummation worth working for? Let us all pull together. "In Unity there is strength." A chain is no stronger than its weakest link—but we are not going to have any weak links. We are no intelligent community not to know our own interests, and practice what the merchants preach, and the press teach, and we shall enjoy living in such a modern, enterprising, up to date city as ours.

S. W. R.
Northview.

LIST OF MERCHANTS, MANUFACTURERS, AND JOBBERS, CO-OPERATING WITH THE TELEGRAM IN THE BUY IN CLARKSBURG CAMPAIGN.

Post-Reger Real Estate.
Sturm's Millinery.
Clemm's Wall Paper Store.
The Genteel Shop.
Farrell's Drug Store.
People's Furniture Company.
T. J. Lynch & Company.
The Bon Ton.
Bloch-Parrish Tailoring Co.
The Smart Shop.
Donohue & Johnson.
Martin Brothers.
Clarksburg Storage & Aue. Co.
Spears Shoe Company.
R. D. Wilson Sons & Co.
Highland Brothers & Gore.
Hall & Bradford.
Model Shoe Store.
Standard Garage.
Chas. H. Griffin.
Gill Brothers.
Economy Furniture Co.
Palace Furniture and Piano Co.
Southern Pine Lumber Co.
Hayman Greenhouse Company.
Roberts Hardware Company.
George W. Riley.
Oscar L. Post.
The Apollo.
Sturm's Dairy.
Globe Department Store.
Frank Reda.
Cottrill & Post.
West Virginia Provision Co.
Standard Milling Co.,
B. F. Robinson.
H. F. Burke.
Heinze & Co.
Glen View Brick Co.
Home Bakery.
Mrs. D. D. Wolfe.
Union National Bank.
Merchants National Bank.
Farmer's Bank.
The Willison & Dennison Co.
H. Wilson Sons.
The Fashion.